

Remarks/Arguments:

Claims 1, 2, 4-23 and 25-27 are pending and stand rejected.

By this amendment, claims 1, 10, 12-17 and 19-23 are amended, claims 11 and 18 are cancelled without prejudice and new claims 28-29 are added.

No new matter is presented by the claim amendments and new claims. Support for the claim amendments and new claims can be found throughout the original specification and, for example, in the original specification at page 11, line 19 to page 12, line 12.

Rejection of Claims 1, 2, 4-23 and 25-27 under 35 U.S.C. § 103(a)

In the Office Action, at item 3, claims 1, 2, 4-23 and 25-27 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Gottfurcht et al. (U.S. Patent No. 7,020,845, hereafter referred to as Gottfurcht) in view of Schirris (U.S. Patent Publication No. 2002/0193986).

Reconsideration is respectfully requested.

Claim 1 is directed to a method of outputting data, and recites that "selection of a respective button of the plurality of buttons translates and filters the identical data."

Gottfurcht Reference

In the Office Action, at page 3, the Examiner acknowledges that Gottfurcht does not explicitly disclose "translating the identical data related to the selected button."

Applicants submit that the Examiner's acknowledgment is correct and further submit that Gottfurcht does not disclose or suggest "selection of a respective button ... translates and filters the identical data," as required by claim 1. This is because, for example, Gottfurcht is concerned with matrix navigation in which matrix pages having segmented information is used to promote navigation of Internet content on a TV and more particularly, Gottfurcht is silent regarding translation of the identical data. (See Gottfurcht at column 38-43.)

Schirris Reference

In the Office Action, at page 3, the Examiner contends that Schirris discloses "translating hyperlinks and words (Figure 9) by selecting graphical user interface radio buttons." In

Schirris, a hyperlink 804 directs a multilingual e-mail recipient to screen 900 where the multilingual e-mail message is displayed in the language selected 902 and, at the recipient's option, can be displayed in any one of the available selectable languages. (See Schirris at paragraph [0077].) That is, Schirris discloses translation of e-mails using a plurality of selection buttons 902. Thus, nothing in either Gottfurcht or Schirris discloses the selection of a respective button that "translates and filters the identical data," as required by claim 1.

Accordingly, it is submitted that claim 1 patentably distinguishes over Gottfurcht in view of Schirris for at least the above-mentioned reasons.

Claims 10 and 17

Claims 10 and 17, which include similar but not identical features to those of claim 1, are submitted to patentably distinguish over Gottfurcht in view of Schirris for at least similar reasons to those of claim 1.

Claims 2, 4-9, 12-16, 19-23 and 25-27, which include all of the limitations of claim 1, claim 10 or claim 17, are submitted to patentably distinguish over Gottfurcht in view of Schirris for at least the same reasons as their respective independent claim.

Claims 11 and 18

Claims 11 and 18 have been cancelled without prejudice. Accordingly, the rejection of these claims is now moot.

New Claims 28 and 29

New claims 28 and 29, which include all of the limitations of claim 1, are submitted to patentably distinguish over the cited art for at least the same reasons as claim 1.

Claim 28 includes patentable distinctions beyond those of claim 1, namely "establishing an attribute value table for each respective button ... that correlates video, audio and/or textural information of the identical data to the respective button for display."

New claim 29 includes patentable distinctions beyond those of claim 28, namely "correlating in a respective attribute value table less than all of the video, audio and/or textural information associated with the identical data for display."

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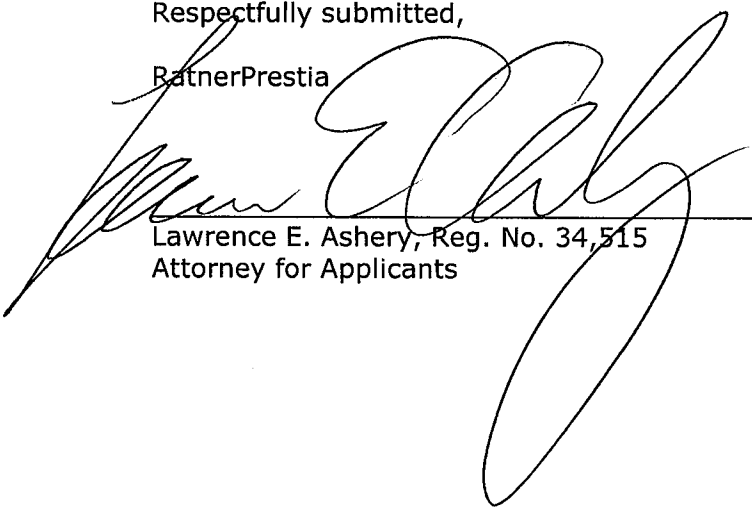
Consideration and allowance of claims 28 and 29 is respectfully requested.

Conclusion

In view of the claim amendments, new claims and remarks Applicants submit the application is in condition for allowance, which action is respectfully requested.

Respectfully submitted,

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